

Pulling online: web 2.0 and B2B lead generation

What is web 2.0?

Simply: it's the changing trend in the use of web technology. It focuses on sharing and collaboration among users

Why should I do this?

Decision-makers keep up-to-date with IT developments from 2 major sources: personal & business networks and existing suppliers

In researching a product or service, many people will "Google it" and rarely navigate beyond the first few pages

Blogs, news articles and expert opinion have more authority, and so show up higher on the Google rankings

Networks of senior colleagues are increasingly sharing information virtually

Personal meetings are becoming expensive

Information is power, so if information is shifting from seller to buyer, so's the power. You need to manage the shift as much as is feasible

It's a great source of market, competitor and trend information

What do I need to know?

An authentic voice and a faster pace are needed

Requires a more fluid and less controlled approach to the market – a conversation where you will be wrong as well as right

Comms is in a constant "beta" phase – not the corporate message – go beyond it

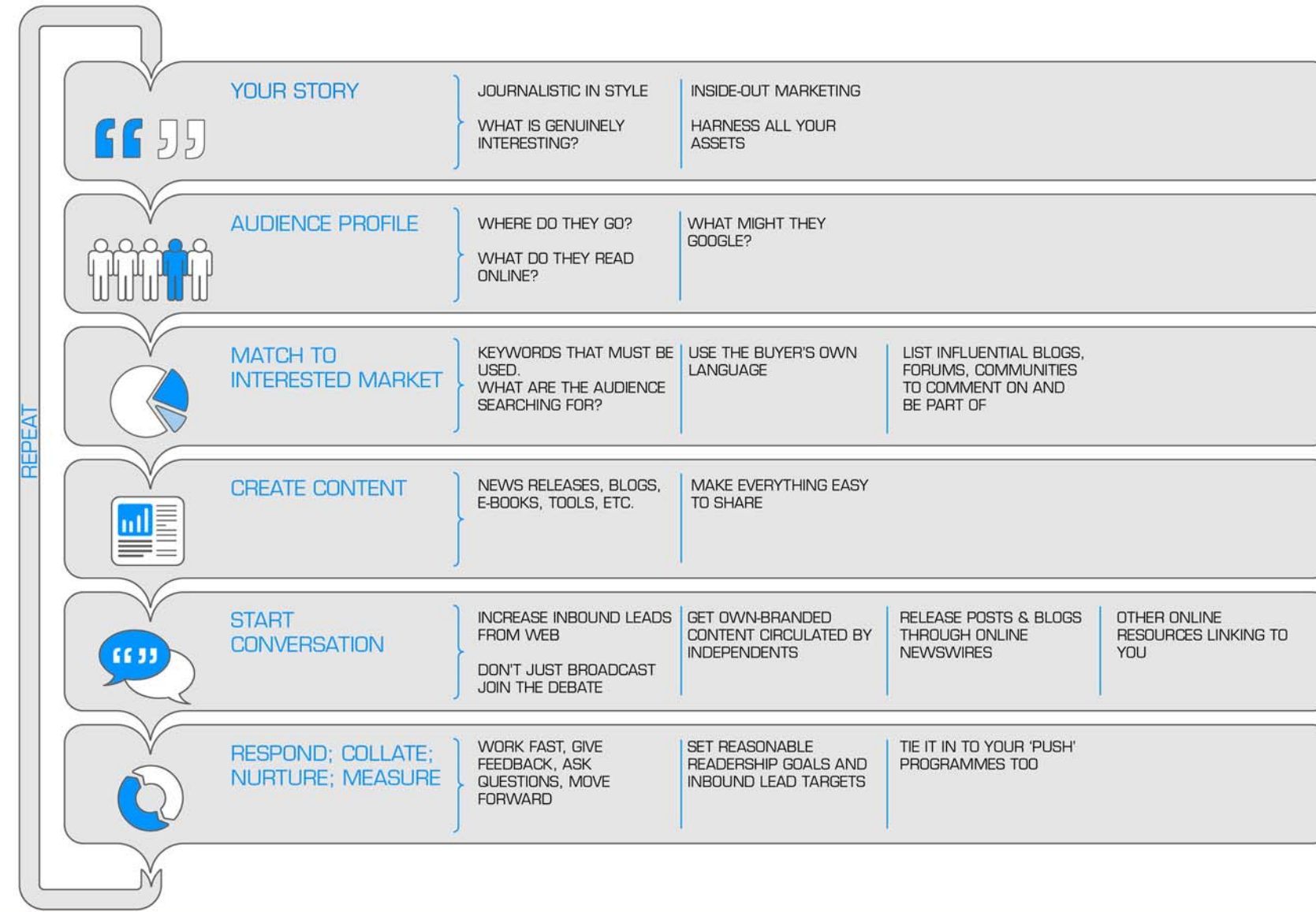
Be prepared to give a lot away. Help people do their jobs better. Become an advisory source

Try lots of ideas, not everything will chime

Community is a dangerous word – if you can't create it offline, don't use the same approach to try to create it online

Don't expect huge participation – all markets are different. Readership is the first (and sometimes the only) goal

The process



Notes

Where does it hurt?

PIPELINE STAGE	PUSH	PULL
Target universe	Joint venture with bloggers	Viral programme
Understand and quantify	Invite participation in content	Syndicate content
Identify opportunity	Farm social networks	Blog
Sales process	Personal microsites	e-book
Point of purchase	War stories	Seed communities
First purchase	Moment of truth	
Additional purchases	RSS widget	Own online community
Advocacy	War stories	Use advocates in community

Target universe
Understand & quantify
Identify opportunity
Sales process
Point of purchase
First purchase
Additional purchases
Advocacy

Use the funnel to identify areas in your sales process that are proving challenging